WE CLAIM:

1.   A system for dispensing fuel and providing services to a customer, comprising:

a fuel dispenser comprising:

5   fuel dispensing equipment;

a customer interface; and

a controller operably coupled to the fuel dispensing equipment and the customer interface; and

service equipment operably coupled to the controller;

10   wherein the controller is adapted to determine a type of payment device used by the customer and then, as a function of the type of payment device used by the customer, direct the service equipment to provide services to the customer at a discounted price; and

wherein the controller is adapted to direct the service equipment

15   to provide the services to the customer at the discounted price regardless of whether the customer purchases any fuel using the fuel dispenser.

2.   The system of claim 1, wherein the controller is adapted to, as a function of the type of payment device used by the customer, direct the service equipment to provide services to the customer free of charge.

20   3.   The system of claim 1, wherein the controller is adapted to determine the amount of the discounted price as a function of the type of payment device used by the customer.

4.   The system of claim 1, wherein the customer interface is selected from the group consisting of:

25   a keypad, a printer, a card reader, a bar code reader, a transceiver, and a biometrics interface.

5.   The system of claim 1, wherein the service equipment is selected from the group consisting of:

a water supply, an air supply, a car wash, a bathroom, merchandise, a motel room, a truck scale, an ice machine, and access to the

5   Internet.

6.   The system of claim 1, further comprising a display device operably coupled to the controller;

wherein the controller is adapted to direct the display device to display a message to the customer comprising the discounted services

10   available to the customer.

7.   The system of claim 6, wherein the message further comprises a personal identification number that permits the customer to obtain the discounted services.

8.   The system of claim 1, further comprising a printer operably

15   coupled to the controller;

wherein the controller is adapted to direct the printer to print a coupon voucher for the customer that permits the customer to obtain the discounted services.

9.   A method of operating a fuel dispensing system for dispensing

20   fuel and providing services to a customer, comprising:

determining a type of payment device used by a customer of the system;

determining discounted services available to the customer as a function of the type of payment device used by the customer; and

25   providing the available discounted services to the customer at a discounted price regardless of whether the customer purchases any fuel using the system.

10.   The method of claim 9, further comprising:

        providing the available discounted services to the customer at no charge if the customer does not purchase any fuel.

11.   The method of claim 9, further comprising:

        determining the amount of the discounted price as a function of the type of payment device used by the customer.

12.   The method of claim 9, wherein the discounted services are selected from the group consisting of:

        a water supply, an air supply, a car wash, a bathroom, merchandise, a motel room, a truck scale, an ice machine, and access to the Internet.

13.   The method of claim 9, further comprising:

        displaying a message to the customer comprising the discounted services available to the customer.

14.   The method of claim 13, wherein the message further comprises a personal identification number that permits the customer to obtain the discounted services.

15.   The method of claim 9, further comprising:

        printing a coupon voucher for the customer that permits the customer to obtain the discounted services.

16.   A computing system for use with a fuel dispenser, comprising:
        a medium for storing software instructions; and
        instructions stored in the medium for receiving an interaction from an entity at the fuel dispenser;
        instructions stored in the medium for determining an identity of the entity;

instructions stored in the medium for determining a discounted price for a service based upon the identity; and

instructions stored in the medium for directing service equipment to provide services to the entity at the discounted price, regardless of whether

5   the entity purchases any fuel using the fuel dispenser.

17.   The system of claim 16, further comprising:

instructions stored in the medium for instructing a device associated with the fuel dispenser to provide a message to the entity describing a plurality of available discounted services.

10   18.   The system of claim 17, further comprising:

instructions stored in the medium for determining a transaction specific personal identification number for the message.

19.   The system of claim 16, further comprising:

a database having a plurality of customer records and a plurality

15   of customer identifiers that relate to the identity of the entity to one or more pieces of data.

20.   A method of operating a system for dispensing fuel and providing services to a customer, comprising:

determining the identity of the customer;

20   determining a modified price for services as a function of the determined identity of the customer; and

providing the services to the customer at the modified price regardless of whether the customer purchases any fuel.

21.   The method of claim 20, further comprising:

25   maintaining a database comprising customer records, each including a customer identifier and one or more pieces of customer data.

22.   The method of claim 21, further comprising:

retrieving one of the customer records associated with the customer; and

processing the associated customer record to determine what

5   services to provide to the customer.

23.   The method of claim 21, further comprising:

retrieving one of the customer records associated with the customer; and

processing the associated customer record to determine the

10   modified price for the services to be provided to the customer.

24.   The method of claim 21, further comprising:

providing the services to the customer at the modified price regardless of whether the customer purchases any fuel using the fuel dispenser if the customer is a preferred customer.

15   25.   The method of claim 21, further comprising:

determining from a customer data record if the customer is preferred; and

if the customer is preferred, providing more of the services to the customer at a second modified price regardless of whether the customer

20   purchases any fuel using the fuel dispenser.

26.   The method of claim 20, further comprising:

determining if the customer is entitled to a redeemable discount credit from a third party provider; and

providing the services to the customer at the modified price

25   regardless of whether the customer purchases any fuel using the fuel dispenser, if the customer is entitled to a redeemable discount credit from a third party provider.

27.   The method of claim 20, further comprising:

determining if the customer has a good credit history; and

providing the services to the customer at the modified price regardless

of whether the customer purchases any fuel using the fuel dispenser, if the

5   customer has a good credit history.

28.   The method of claim 20, wherein determining the identity of the

customer comprises determining that the customer fits a profile for

generalized identification of customers.